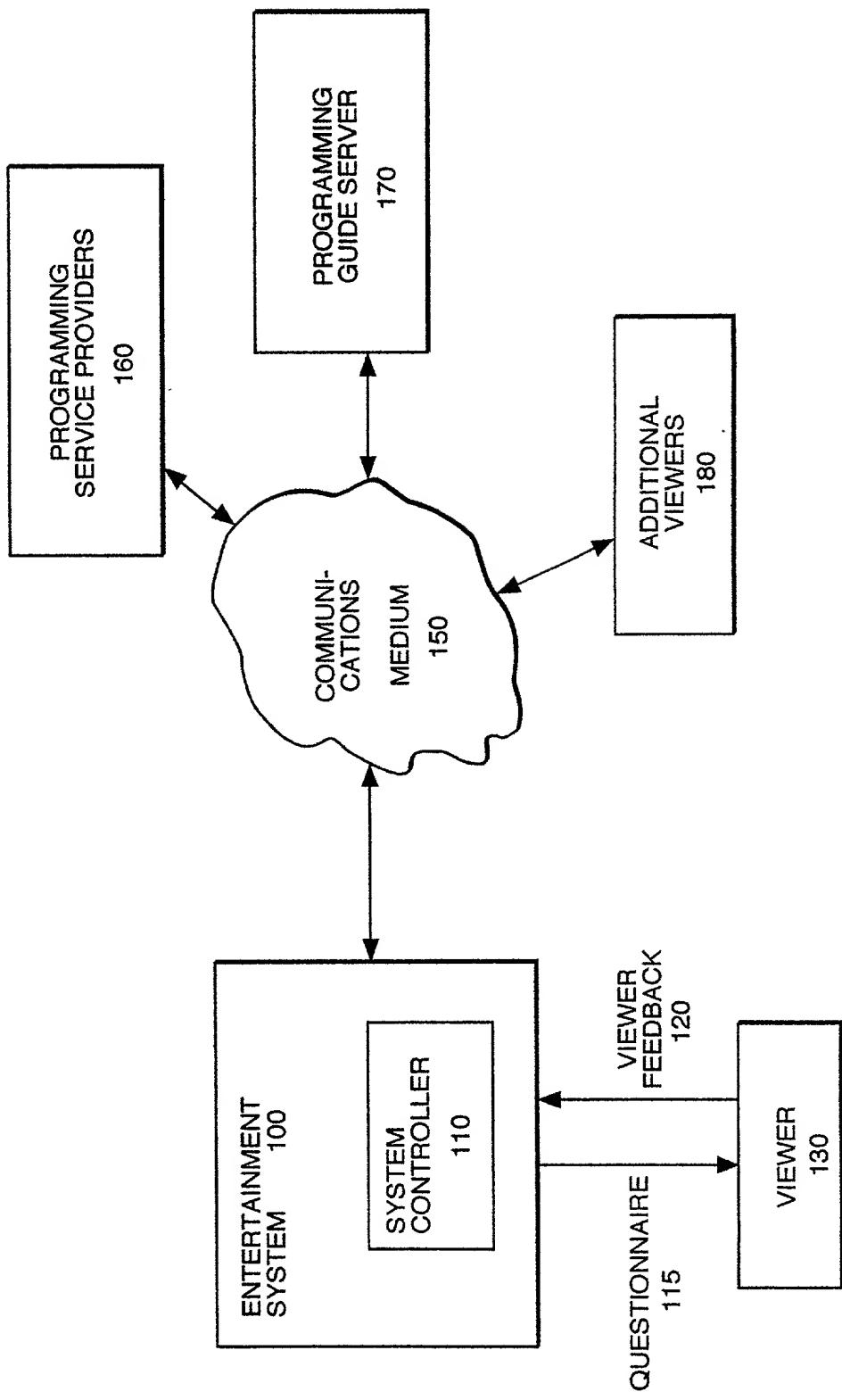
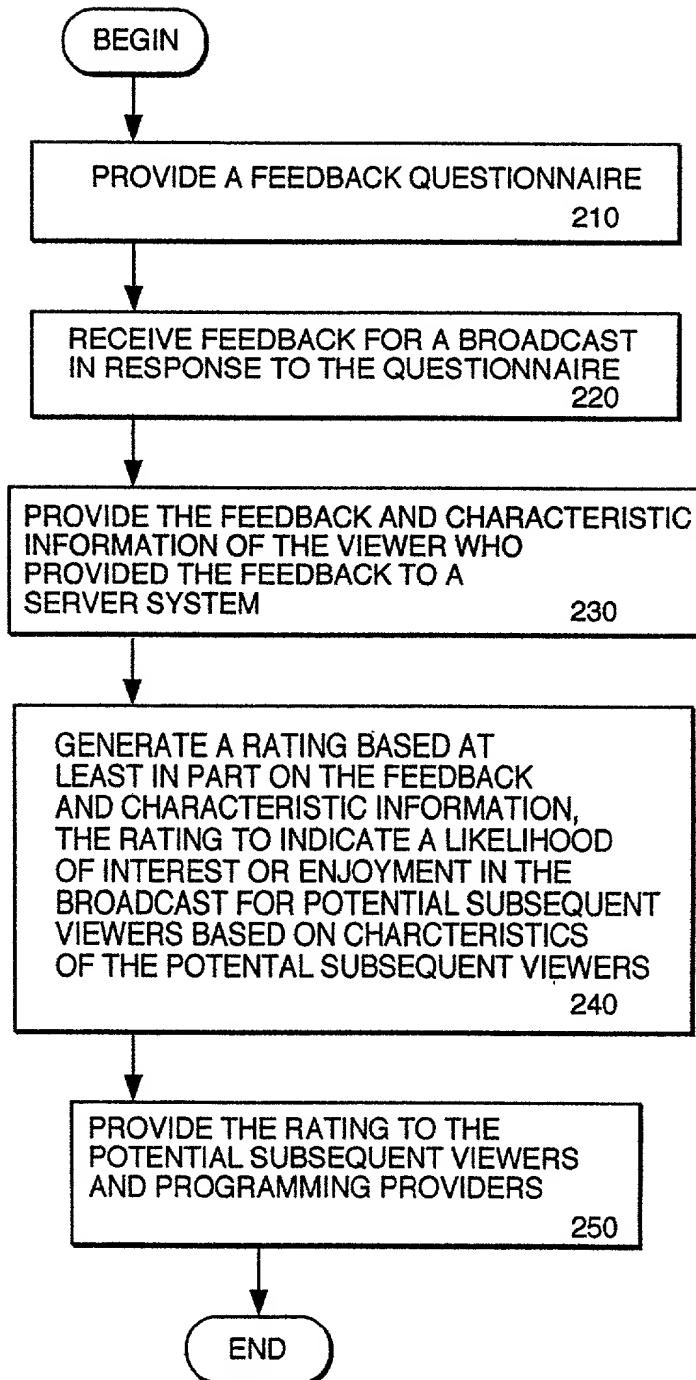


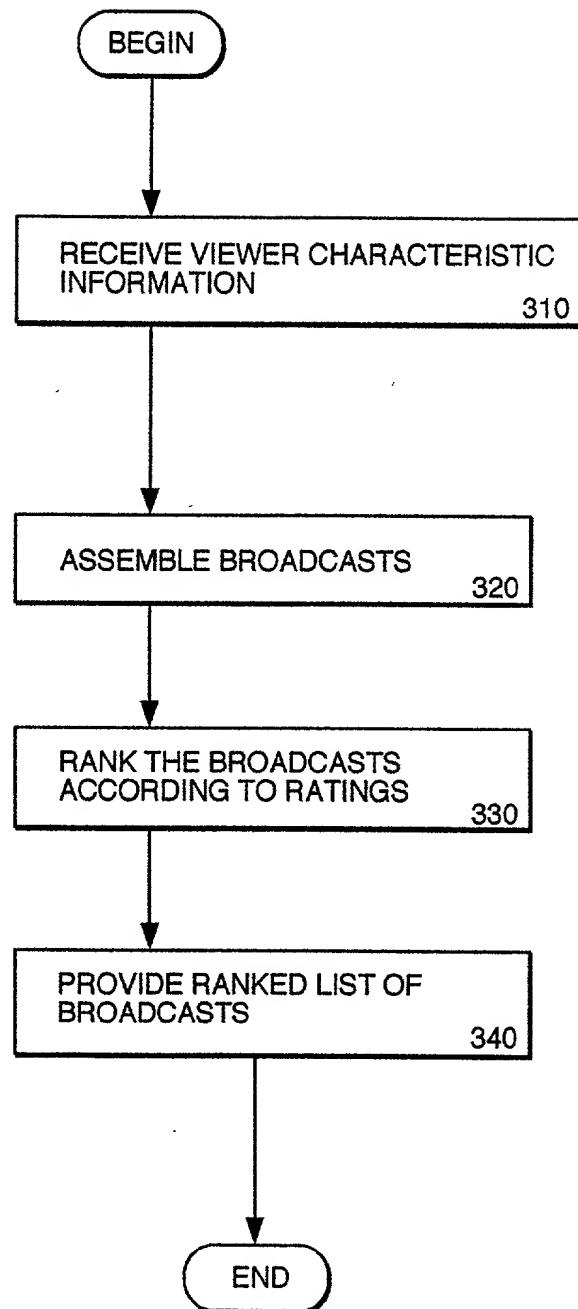
**FIG. 1**



**FIG. 2**



**FIG. 3**



**FIG. 4**

NEWS

REVIEW

BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT  
CLINTON'S NATIONAL ADDRESS  
FOLLOWING HIS GRAND JURY TESTIMONY

PLEASE RESPOND TO THE FOLLOWING:

— ARE YOU REGISTERED TO VOTE? YES  NO

— POLITICAL AFFILIATION:

DEMOCRATE

REPUBLICAN

OTHER

— GENDER MALE  FEMALE

— AGE CATEGORY: — DO YOU APPROVE OF  
UNDER 18  THE PRESIDENT'S PERFORMANCE  
19 TO 25  IN OFFICE? YES  NO   
26 TO 35   
36 TO 45   
46 TO 55   
56 TO 65   
OVER 66  — DO YOU APPROVE OF THE  
PERFORMANCE OF SPECIAL  
PROSECUTOR STARR?  
YES  NO

BROADCAST FEEDBACK:

AFTER THE PRESIDENT'S NATIONAL ADDRESS,

— YOUR APPROVAL OF THE PRESIDENT'S  
PERFORMANCE IN OFFICE HAS

INCREASED.

DECREASED.

REMAINED THE SAME.

— YOUR APPROVAL OF THE PERFORMANCE  
OF SPECIAL PROSECUTOR STARR HAS

INCREASED.

DECREASED.

REMAINED THE SAME.

SUBMIT

CANCEL

## **FIG. 5**

### NEWS REVIEW

#### BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT  
CLINTON'S NATIONAL ADDRESS  
FOLLOWING HIS GRAND JURY  
TESTIMONY.

CATEGORIZED RATINGS: (5,282 RESPONSES)

REGISTERED MALE DEMOCRATES AGES 19 TO 25 WHO APPROVE:

X%	INCREASE
Y%	DECREASE
Z%	REMAINED THE SAME

•  
•  
•

UNREGISTERED MALE REPUBLICAN'S AGES 56 TO 65 WHO DISAPPROVE

M%	INCREASE
N%	DECREASE
O%	REMAINED THE SAME

•  
•  
•

# FIG. 6

## MOVIE      REVIEW

TITLE: THE GREAT ADVENTURES OF MIGHTY SLOTH

GENRE: CHILDREN, ANIMATED, EDUCATIONAL

SYNOPSIS: THE LOVEABLE MIGHTY SLOTH TRAVELS  
(SLOWLY) THROUGH ENDANDGERED RAIN FORESTS  
OF SOUTH AMERICA.

PLEASE RESPOND TO THE FOLLOWING:

FOR VIEWERS UNDER 12

— GENDER BOY:  GIRL:

— DID YOU LIKE THE MOVIE? YES  NO

— WOULD YOU LIKE TO SEE MORE MIGHTY SLOTH  
ADVENTURES? YES  NO

FOR PARENTS:

— DO YOU APPROVE OF THE EDUCATIONAL  
CONTENT OF THE MOVIE? YES  NO

— DO YOU APPROVE OF THE ENTERTAINMENT  
VALUE OF THE MOVIE? YES  NO

**SUBMIT**

**CANCEL**

# FIG. 7

## MOVIE    REVIEWS

PLEASE SELECT ONE OR MORE MOVIE GENRES

ANIMATED

ADULT

CHILDREN

DRAMA

COMEDY

EDUCATIONAL

DOCUMENTARY

PLEASE INDICATE AGE OF THE VIEWER: **10**

**SUBMIT**

**CANCEL**

### SEARCH RESULTS:

1. THE GREAT ADVENTURES OF MIGHTY SLOTH.

THE LOVEABLE MIGHTY SLOTH TRAVELS  
(SLOWLY) THROUGH ENDANGERED RAIN  
FORESTS OF SOUTH AMERICA. (723 RESPONSES)

BOYS UNDER 12 - 83% APPROVAL

GIRLS UNDER 12 - 84% APPROVAL

PARENT APPROVAL OF EDUCATIONAL CONTENT - 77%

PARENT APPROVAL OF ENTERTAINMENT VALUE - 92%

2. SAY HELLO TO MR. CRICKET

•  
•  
•